

Philip Morris USA

**Parliament Party Zone
Concepts**

August 9, 1995

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Assignment

#1-Add a retail extension to The Parliament Party Zone program
(new markets=Boston, Philadelphia, New York City in Nov-Dec)

#2-Non-workload promotions for Parliament

#3-Extensions on The Parliament Party Zone VIP card

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Retail Concept 1-

2-pack t-shirt /CD

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2-pack t-shirt/CD program

Program Description:

- At retail two weeks prior to The Party Zone event, packaged 2-pack t-shirts at retail.
- The POS explains that:
 - t-shirt should be worn to the event....event info given
 - all consumers who show up at the event in the t-shirt receive free "party music" CD
 - on-pack offer for mail-in CD offer
- POS at event will direct consumers without the t-shirt back to retail to purchase 2-packs and get t-shirt.
- Display could be impactful with use of a Parliament beach umbrella as dealer loader to attract consumer attention and ensure placement.

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Retail Concept 2-

2-pack key and keychain

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2-pack key and keychain

Program Description:

- At retail two weeks prior to The Party Zone event, packaged 2-pack deals will offer consumer a cool keychain with a KEY on the end.
- The KEY might be the *real* key
 - to start the Party Zone Mustang (or Jeep?)
 - Snowmobile
 - Jet ski
 - Door to a ski house
- Consumers arrive at event and take their key to the event area where the item is showcased and try their luck. (there will be alternate means of entry to win the prize so to get around "no purchase necessary")
- POS at event will direct consumers without a key back to retail to purchase 2-packs and get the key and keychain.

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Retail Concept 3-

5-pack Phone card

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5-pack Phone Card

Program Description:

- At retail two weeks prior to The Party Zone event, packaged 5-pack deals will offer consumer a phone card with \$10-12 free long distance.
- Consumers arrive at event and receive the PIN number that activates the card. The person in charge of assigning PIN #'s will also capture "good" names on the database (there will also be a mail-away method for activation)
- For activating card at the event, there will also be a special Parliament incentive given ("little Blue Book" address/phone book)
- POS at event will direct consumers without a phone card back to retail to purchase 5-packs and get the phone card.

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Non-workload Concept -

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Non-workload program-

Program Description:

- Create POS kits to send to Wholesalers and Club stores.
- Kits will include: small display, poster, static cling and sell sheet (for the Wholesaler's sales force to use)
- Inside the shipment of kits will be a phone number for the Account to call to "register" their participation. When they do, they will receive a Party Kit from Parliament. (items TBD)
- Mystery shoppers (aka Parliament brand group, agencies, etc..) will be in the market and if POS is spotted in a PM non-workload account both the retailer and the wholesaler will be entered into a sweepstakes to win a cool prize (TBD)

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VIP Card Concept

Parliament Party Card

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Party Card

Program Description:

- Cards will be coded with individual numbers for tracking purposes.
- Cards will be delivered at Party Zone events with 4 UPC codes. Consumer info and number are added to database via laptop (?)
- POS in-store will announce PZ event and will encourage consumers to save and bring UPC codes to event.
- The party card is good for:
 - FREE incentive at event—"Party kit" that includes a cool ski cap, flask (boda bag), sunglasses
 - discounts at retail partner locations (REI, Eddie Bauer, Orvis)
 - entry into events that will be arranged and announced via the mail to card holders

(this concept can be merged with the previous 5-pack phone card concept for

greater value)

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Party Card (cont'd)

Program Description:

- The ultimate use for the card will be admission to the BIG PARTY in January
 - the event will be announced at the PZ events, at retail, and via direct mail
 - it will be conducted in a similar fashion to the PZ events except the action will be "dialed up"-events like ESPN Extreme Games will be conducted and prizes awarded for winners

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Other Discussion:

Continuity

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Continuity-

- Parliament can tie-in with a Ticket Master type entertainment house
- Parliament consumers can save use UPC codes to PARTY! They will be good toward tickets to concerts, bar band cover charges and events in the market.
- Program can be announced at the Party Zone events and at retail through POS